

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 23-29, 1979 2

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.		Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	
	Duration	Day			Households (000)	%	Share %					Duration	Day			Households (000)	%	Share %			
EVENING																					
ABC FRIDAY NIGHT MOVIE	9:00	120	FRI.	A	11,700	15.7	29	189	97		LOU GRANT	10:00	60	MON.	C	13,780	18.5	32	195	99	
ABC NEWSBRIEF-M-F	VAR	VAR	M-F	A	11,920	16.0	28	184	96		LOVE BOAT	9:00	60	SAT.	A	12,290	16.5	30	193	98	
ABC NEWSBRIEF-SAT.	9:58	01	SAT.	A	11,990	16.1	29	187	96		MACKENZIES-PARADISE COVE	8:00	60	FRI.	A	8,570	11.5	21	186	98	
ABC NEWSBRIEF-SUN.	8:58	01	SUN.	A	11,770	15.8	27	190	97		MARY TYLER MOORE HOUR	10:00	60	SUN.	C	15,050	20.2	35	190	98	
ABC SUNDAY NIGHT MOVIE	9:00	120	SUN.	A	15,050	20.2	34	196	99		M*A*S*H	9:00	30	MON.	C	19,740	26.5	42	196	99	
ABC WORLD NEWS TONIGHT	6:30	30	M-F	A	7,520	10.1	21	195	99		MISS WINSLOW & SON	8:30	30	WED.	C	10,060	13.5	22	168	92	
ABC WRLD NEWS TONIGHT-SUN	6:30	30	SUN.	A	4,920	6.6	17	141	82		MORK & MINDY	8:00	30	THU.	A	19,520	26.2	44	203	99	
ALICE	9:00	30	SUN.	C	16,990	22.8	37	196	98		NBC MONDAY NIGHT MOVIES	9:00	120	MON.	N	11,550	15.5	26	194	95	
ALL IN THE FAMILY	8:00	30	SUN.	C	16,090	21.6	39	198	99		NBC NEWS SPECIAL REPORT(S)	10:00	60	SUN.	N	6,630	8.9	15	201	98	
ANGIE	8:30	30	THU.	A	18,480	24.8	42	197	99		NBC NEWS UPDATE-M-F	8:58	01	M-F	N	9,460	12.7	21	182	93	
B.J. AND THE BEAR	9:00	60	SAT.	N	13,560	18.2	33	200	98		NBC NEWS UPDATE-SAT.	8:58	01	SAT.	N	13,780	18.5	35	194	92	
BAD NEWS BEARS	8:00	30	SAT.	C	11,470	15.4	30	190	99		NBC NEWS UPDATE-SUN.	9:06	01	SUN.	N	10,130	13.6	22	190	95	
BARNABY JONES	10:00	60	THU.	C	11,250	15.1	31	178	95		NBC NIGHTLY NEWS-SAT.	6:30	30	SAT.	N	5,510	7.4	17	152	82	
BARNEY MILLER	9:00	30	THU.	A	15,720	21.1	36	196	99		NBC NIGHTLY NEWS	6:30	30	M-F	N	8,420	11.3	24	208	99	
BATTLESTAR: GALACTICA	8:00	60	SUN.	A	11,250	15.1	26	198	99		NBC NOVELS FOR TELEVISION	9:00	120	WED.	N	9,160	12.3	22	205	99	
BIG EVENT-TUE.	9:00	109	TUE.	N	9,090	12.2	21	201	99		NEWSBREAK-M-F	VAR	01	M-F	C	11,400	15.3	26	161	89	
BIG EVENT	8:00	120	SUN.	N	10,950	14.7	25	204	99		NEWSBREAK-SAT.	8:58	01	SAT.	C	7,520	10.1	19	158	87	
BILLY	8:30	30	SAT.	C	8,420	11.3	21	178	92		NEWSBREAK-SUN.	8:58	01	SUN.	C	13,860	18.6	31	171	94	
CARTER COUNTRY	9:30	30	THU.	A	14,080	18.9	33	193	99		ONE DAY AT A TIME	8:30	30	SUN.	C	16,240	21.8	37	197	99	
CBS EVENING NEWS-CRONKITE	6:30	30	M-F	C	9,980	13.4	29	196	99		PAPER CHASE	8:00	60	TUE.	C	9,760	13.1	22	174	95	
CBS EVENING NEWS-DEAN	6:30	30	SUN.	C	7,150	9.6	23	161	86		PRESENTING SUSAN ANTON	10:00	60	THU.	N	9,240	12.4	26	190	98	
CBS REPORTS(S)	10:00	60	FRI.	C	4,990	6.7	13	183	97		QUINCY, M.E.	9:00	60	THU.	N	10,580	14.2	25	209	99	
CBS SAT. NEWS-SCHIEFFER	6:30	30	SAT.	C	6,330	8.5	20	148	88		REAL PEOPLE	8:00	60	WED.	N	11,550	15.5	26	202	95	
CBS SATURDAY NIGHT MOVIE	9:00	120	SAT.	C	10,360	13.9	26	185	98		ROCKFORD FILES	9:00	60	FRI.	N	12,810	17.2	31	201	97	
CBS TUESDAY NIGHT MOVIES	9:00	120	TUE.	C	12,070	16.2	29	181	97		60 MINUTES	7:00	60	SUN.	C	19,070	25.6	52	201	99	
CHARLIE'S ANGELS	9:00	60	WED.	A	17,950	24.1	41	198	98		STOCKARD CHANNING-FRIENDS	9:30	30	SUN.	C	16,760	22.5	36	187	98	
CHIPS	8:00	60	SAT.	N	14,680	19.7	38	213	97		SUPERTRAIN	10:00	60	SAT.	N	9,980	13.4	27	203	99	
CLIFFHANGERS	8:00	60	TUE.	N	8,120	10.9	19	203	97		TAXI	9:30	30	TUE.	A	17,430	23.4	40	199	98	
DELTA HOUSE	8:30	30	SAT.	A	8,420	11.3	21	183	96		THREE'S COMPANY	9:00	30	TUE.	A	21,310	28.6	47	205	99	
DIFF'RENT STROKES	8:00	30	FRI.	N	14,450	19.4	36	205	98		TIME EXPRESS	8:00	60	THU.	C	12,220	16.4	28	188	97	
DOCTORS PRIVATE LIVES	10:00	60	THU.	A	10,210	13.7	28	190	98		20/20(S)	10:00	60	TUE.	A	10,210	13.7	26	197	98	
DOROTHY HAMILL SPECIAL(S)	8:00	60	MON.	A	12,590	16.9	27	188	98		VEGA\$	10:00	60	WED.	A	15,270	20.5	39	191	98	
DUKE	10:00	60	FRI.	N	14,080	18.9	36	196	93		WHAT'S HAPPENING	8:00	30	SAT.	A	6,560	8.8	17	183	96	
EIGHT IS ENOUGH	8:00	60	WED.	A	15,420	20.7	35	200	99		WHITE SHADOW	8:00	60	MON.	C	11,990	16.1	26	183	98	
FANTASY ISLAND	10:00	60	SAT.	A	12,290	16.5	33	195	99		WHODUNNIT	8:00	30	THU.	N	7,900	10.6	18	191	96	
HAPPY DAYS	8:00	30	TUE.	A	18,180	24.4	43	212	99		WKRP IN CINCINNATI	9:30	30	MON.	C	17,140	23.0	37	192	98	
HAWAII FIVE-O	9:00	60	THU.	C	11,400	15.3	27	175	96		WONDERFUL WORLD OF DISNEY	7:00	60	SUN.	N	7,080	9.5	19	214	99	
HELLO, LARRY	8:30	30	FRI.	N	12,960	17.4	32	189	96		YOU CAN'T GO HOME AGAIN(S)	9:00	120	WED.	C	10,060	13.5	24	182	97	
HIGHCLIFFE MANOR	8:30	30	THU.	N	5,360	7.2	12	192	97		NUMBER OF PROGRAMS	83									
HOW THE WEST WAS WON	9:00	120	MON.	A	12,220	16.4	27	193	99												
INCREDIBLE HULK	8:00	120	FRI.	C	12,440	16.7	30	179	97												
J.DENVER ROCKY MT REUNION(S)	7:00	60	SUN.	A	6,330	8.5	17	182	97												
JEFFERSONS	8:00	30	WED.	C	11,770	15.8	27	173	93												
LAVERNE AND SHIRLEY	8:30	30	TUE.	A	19,590	26.3	44	210	99												
LITTLE HOUSE-PRAIRIE	8:00	60	MON.	N	13,560	18.2	30	218	99												

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

U.S. TV Households: 74,500,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 23-29, 1979 4

New York Time				NIELSEN AVERAGE				New York Time				NIELSEN AVERAGE					
Program Name	Duration	Day	Ntwk	AUDIENCE		No. Sta.	Prog. Covg.	Program Name	Duration	Day	Ntwk	AUDIENCE		No. Sta.	Prog. Covg.		
				Households (000)	Share %							Households (000)	Share %				
LATE FRINGE																	
ABC WEEKEND REPORT-SAT.	11:00	15 SAT.	A	5,960	8.0	18	149	88	PASSWORD PLUS	12:00	30 M-F	N	2,610	3.5	15	167	83
ABC WEEKEND REPORT-SUN.	11:00	15 SUN.	A	6,260	8.4	19	151	92	PRICE IS RIGHT 1	11:00	30 M-F	C	3,870	5.2	28	188	96
ALAN KING TENNIS-FRI.(S)	11:30	120 FRI.	A	2,090	2.8	11	157	90	PRICE IS RIGHT 2	11:30	30 M-F	C	4,690	6.3	31	186	96
CBS SUNDAY NEWS-BRADLEY	11:00	15 SUN.	C	5,740	7.7	17	132	75	RYAN'S HOPE	12:30	30 M-F	A	4,100	5.5	23	182	96
LATE MOVIE I	11:30	VAR M-TH	C	5,740	7.7	31	168	94	SEARCH FOR TOMORROW	12:30	30 M-F	C	5,890	7.9	33	184	94
LATE MOVIE II	VAR	VAR M-TH	C	3,800	5.1	32	168	94	TODAY SHOW-7.30AM	7:30	30 M-F	N	3,580	4.8	28	216	99
MANNIX-WED.	12:37	37 WED.	A	2,760	3.7	22	167	95	TODAY SHOW-8.30AM	8:30	30 M-F	N	3,650	4.9	29	213	99
MANNIX-THURS.	12:37	38 THU.	A	2,310	3.1	19	169	95	\$20,000 PYRAMID	12:00	30 M-F	A	3,050	4.1	18	167	90
MIDNIGHT SPECIAL	1:00	90 FRI.	N	2,910	3.9	28	195	98	WHEEL OF FORTUNE	11:30	30 M-F	N	3,650	4.9	24	199	97
NBA PLAYOFF GAME-FRI.(S)	11:30	139 FRI.	C	3,350	4.5	19	162	90	WHEW	10:30	24 M-F	C	3,430	4.6	24	165	90
NBC LATE NIGHT MOVIE	11:30	125 SUN.	N	3,130	4.2	19	115	64	YOUNG AND THE RESTLESS	1:00	30 M-F	C	6,410	8.6	37	191	98
POLICE STORY-MON.	11:30	66 MON.	A	3,950	5.3	22	171	95	NUMBER OF PROGRAMS	36							
POLICE WOMAN	11:30	67 WED.	A	4,170	5.6	22	177	96									
SATURDAY NIGHT	11:30	81 SAT.	N	8,640	11.6	38	211	99									
STARKY AND HUTCH-11:30	11:30	67 THU.	A	3,800	5.1	22	178	97									
TOMORROW SHOW	1:00	45 M-TH	N	1,860	2.5	19	174	98									
TONIGHT SHOW	11:30	VAR M-F	N	4,990	6.7	27	212	99									
TUESDAY MOVIE OF THE WEEK	11:30	60 TUE.	A	3,800	5.1	19	176	95									
NUMBER OF PROGRAMS	18																
WEEKDAY DAYTIME																	
ABC AFTERSCHOOL SPECIAL(S)	4:30	60 WED.	A	3,280	4.4	15	193	98	ABC WEEKEND SPECIALS	12:00	30 SAT.	A	2,830	3.8	19	179	93
ALL IN THE FAMILY M-F	10:00	30 M-F	C	3,200	4.3	23	160	87	ABC WIDE WORLD-SPORTS SAT	5:00	90 SAT.	A	6,410	8.6	24	204	99
ALL MY CHILDREN	1:00	60 M-F	A	5,660	7.6	30	189	98	ABC WIDE WORLD-SPORTS-SUN	4:30	90 SUN.	A	6,110	8.2	24	182	95
ALL STAR SECRETS	10:30	30 M-F	N	2,680	3.6	19	160	84	ALAN KING TENNIS-SAT.(S)	3:00	120 SAT.	A	3,430	4.6	16	183	93
ANOTHER WORLD	2:30	90 M-F	N	4,920	6.6	24	204	99	ALL NEW PINK PANTHER	11:30	30 SAT.	A	2,610	3.5	19	182	92
AS THE WORLD TURNS	1:30	60 M-F	C	5,890	7.9	31	191	99	ALL NEW POPEYE HOUR 1	8:00	30 SAT.	C	2,980	4.0	25	186	96
CAPTAIN KANGAROO	8:00	60 M-F	C	2,160	2.9	17	184	99	ALL NEW POPEYE HOUR 2	8:30	30 SAT.	C	4,170	5.6	28	186	96
CARD SHARKS	10:00	30 M-F	N	2,980	4.0	21	146	83	ALVIN AND THE CHIPMUNKS	8:00	30 SAT.	N	2,460	3.3	22	177	84
CBS LATE MORNING NEWS	10:54	06 M-F	C	3,200	4.3	23	152	87	AMERICAN BANDSTAND '79	12:30	60 SAT.	A	3,500	4.7	21	166	89
DAYS OF OUR LIVES	1:00	60 M-F	N	4,620	6.2	25	209	99	AMERICAN SPORTSMAN	3:30	60 SUN.	A	4,690	6.3	20	179	94
DOCTORS	2:00	30 M-F	N	4,470	6.0	23	199	98	ANIMALS, ANIMALS, ANIMALS	11:30	30 SUN.	A	2,010	2.7	14	126	83
EDGE OF NIGHT	4:00	30 M-F	A	3,730	5.0	17	160	88	ARK II	1:00	30 SAT.	C	2,980	4.0	18	143	84
FAMILY FEUD	11:30	30 M-F	A	4,400	5.9	28	196	99	BUFORD &-GALLOPING GHOST	12:00	30 SAT.	N	2,760	3.7	19	148	72
GENERAL HOSPITAL	3:00	60 M-F	A	5,960	8.0	28	189	98	BUGS BUNNY/ROAD RUNNER 1	9:00	30 SAT.	C	6,030	8.1	35	196	99
GOOD MORNING, AMERICA-730	7:30	30 M-F	A	3,350	4.5	27	187	98	BUGS BUNNY/ROAD RUNNER 2	9:30	30 SAT.	C	6,480	8.7	37	196	99
GOOD MORNING, AMERICA-830	8:30	30 M-F	A	3,350	4.5	26	187	96	BUGS BUNNY/ROAD RUNNER 3	10:00	30 SAT.	C	5,740	7.7	36	196	99
GUIDING LIGHT	2:30	60 M-F	C	6,110	8.2	30	188	99	CBS SPORTS SPECTACULAR	4:30	90 SAT.	C	4,320	5.8	18	151	85
HIGH ROLLERS	11:00	30 M-F	N	3,500	4.7	25	191	94	CHALLENGE-SUPERFRIENDS 1	9:30	30 SAT.	A	4,320	5.8	25	192	99
HOLLYWOOD SQUARES	12:30	30 M-F	N	3,130	4.2	18	164	85	CHALLENGE-SUPERFRIENDS 2	10:00	30 SAT.	A	4,020	5.4	25	193	99
LAVARNE & SHIRLEY M-F	11:00	30 M-F	A	3,430	4.6	24	178	97	CHALLENGE-SUPERFRIENDS 3	10:30	30 SAT.	A	4,320	5.8	27	193	99
LOVE OF LIFE(B)	4:00	30 MON.	C	2,010	2.7	9	113	57	CLUE CLUB	8:30	30 SUN.	C	670	.9	11	41	32
LOVE OF LIFE	4:00	30 TU-F	C	3,050	4.1	14	141	77	DAFFY DUCK	10:30	30 SAT.	N	4,400	5.9	27	195	97
M*A*S*H M-F	3:30	30 M-F	C	5,890	7.9	27	182	93	FABULOUS FUNNIES	12:30	30 SAT.	N	1,940	2.6	12	125	69
MORNING MON-FRI	7:15	45 M-F	C	1,710	2.3	14	179	98	FACE THE NATION	11:30	30 SUN.	C	1,860	2.5	12	171	93
ONE LIFE TO LIVE	2:00	60 M-F	A	5,220	7.0	27	191	99	FANGFACE	11:00	30 SAT.	A	3,200	4.3	22	184	98

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

U.S. TV Households: 74,500,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 23-29, 1979 6

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	%	Share %				Duration	Day			Households (000)	%	Share %		
WEEKEND DAYTIME (CONT)																			
FANTASTIC FOUR	8:30	30	SAT.	N	3,350	4.5	24	175	83	TARZAN AND SUPER SEVEN 1	10:30	30	SAT.	C	4,920	6.6	31	189	98
FAT ALBERT AND COSBY KIDS	12:30	30	SAT.	C	3,800	5.1	24	188	98	TARZAN AND SUPER SEVEN 2	11:00	30	SAT.	C	4,540	6.1	29	189	98
FRED AND BARNEY SHOW	11:00	30	SAT.	N	3,870	5.2	28	196	97	TARZAN AND SUPER SEVEN 3	11:30	30	SAT.	C	3,870	5.2	27	190	98
GODZILLA SUPER 90 I	9:00	30	SAT.	N	4,540	6.1	27	203	99	30 MINUTES	1:30	30	SAT.	C	3,050	4.1	18	159	92
GODZILLA SUPER 90 II	9:30	30	SAT.	N	4,990	6.7	29	203	99	THREE ON THREE	1:00	30	SUN.	C	1,860	2.5	12	135	72
GODZILLA SUPER 90 III	10:00	30	SAT.	N	4,320	5.8	27	203	99	WHAT'S NEW, MISTER MAGOO	8:00	30	SUN.	C	600	.8	16	50	46
IN THE NEWS- 8.26AM	8:26	03	SAT.	C	3,130	4.2	24	186	96	NUMBER OF PROGRAMS	76								
IN THE NEWS- 8.56AM	8:56	03	SAT.	C	4,170	5.6	27	186	96										
IN THE NEWS- 9.26AM	9:26	03	SAT.	C	6,850	9.2	39	196	99										
IN THE NEWS- 9.59AM	9:59	03	SAT.	C	5,960	8.0	36	196	99										
IN THE NEWS-10.26AM	10:26	03	SAT.	C	5,290	7.1	33	195	99										
IN THE NEWS-11.33AM	11:33	03	SAT.	C	3,950	5.3	28	190	98										
IN THE NEWS-11.56AM	11:56	03	SAT.	C	4,020	5.4	28	190	98										
IN THE NEWS-12.26PM	12:26	03	SAT.	C	3,350	4.5	22	183	97										
IN THE NEWS-12.56PM	12:56	03	SAT.	C	3,800	5.1	24	188	98										
IN THE NEWS- 1.26PM	1:26	03	SAT.	C	3,130	4.2	18	143	84										
IN THE NEWS- 8.26AM-SUN.	8:26	03	SUN.	C	600	.8	14	50	46										
IN THE NEWS- 8.56AM-SUN.	8:56	03	SUN.	C	670	.9	11	41	32										
INT'L CHAMPIONSHIP BOXING	2:00	90	SUN.	A	4,100	5.5	20	176	91										
ISSUES AND ANSWERS	12:00	30	SUN.	A	1,640	2.2	12	178	97										
JETSONS	11:30	30	SAT.	N	4,100	5.5	31	194	97										
KIDS ARE PEOPLE TOO II	10:30	30	SUN.	A	2,310	3.1	17	125	81										
KIDS ARE PEOPLE TOO III	11:00	30	SUN.	A	2,830	3.8	21	125	81										
LEGENDS OF GOLF-SAT.(S)	4:00	120	SAT.	N	3,430	4.6	15	166	89										
LEGENDS OF GOLF-SUN.(S)	2:30	150	SUN.	N	2,610	3.5	12	178	90										
MEET THE PRESS	12:30	30	SUN.	N	2,240	3.0	16	185	95										
METRIC MARVELS-10:27AM	10:27	02	SAT.	N	4,100	5.5	26	203	99										
METRIC MARVELS-11:57AM	11:57	02	SAT.	N	4,020	5.4	30	196	98										
METRIC MARVELS-10:57AM	10:57	02	SAT.	N	4,320	5.8	27	194	96										
NBA PLAYOFF GAME-SUN.	1:30	143	SUN.	C	4,250	5.7	22	180	94										
NBA PLAYOFF GAME-SUN 2	3:53	127	SUN.	C	6,030	8.1	24	175	92										
NBC MAJOR LEAGUE PRE GAME	1:00	12	SAT.	N	2,910	3.9	18	209	97										
NBC MAJOR LEAGUE BASEBALL	1:12	143	SAT.	N	4,620	6.2	24	208	97										
SCHOOLHOUSE ROCK-8.26AM	8:26	04	SAT.	A	3,500	4.7	30	187	98										
SCHOOLHOUSE ROCK-9.26AM	9:26	04	SAT.	A	4,020	5.4	23	186	98										
SCHOOLHOUSE ROCK-10.56AM	10:56	03	SAT.	A	3,950	5.3	25	193	99										
SCHOOLHOUSE ROCK-11.26AM	11:26	03	SAT.	A	2,910	3.9	21	184	98										
SCHOOLHOUSE ROCK-11.56AM	11:56	03	SAT.	A	2,680	3.6	19	182	92										
SCHOOLHOUSE ROCK-11.55AM	11:55	04	SUN.	A	2,010	2.7	14	126	83										
SCOOBY'S ALL STARS I	8:00	30	SAT.	A	3,350	4.5	30	187	98										
SCOOBY'S ALL STARS II	8:30	30	SAT.	A	4,170	5.6	28	186	98										
SCOOBY'S ALL STARS III	9:00	30	SAT.	A	4,470	6.0	26	186	98										
SPACE ACADEMY	12:00	30	SAT.	C	3,350	4.5	22	183	97										
SPORTSWORLD	5:00	108	SUN.	N	4,320	5.8	15	188	95										
SUNDAY MORNING	9:00	90	SUN.	C	1,340	1.8	13	78	68										

Δ Partial time interruption within program.
 - Excludes delays which occurred after the week covered by this report.
 (S) Special or Preempting Program. (B) Breakout due to coverage or change in telecast day.

U.S. TV Households: 74,500,000